Jacqueline Zhou | Junior Software Engineer

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SUMMARY

Recent graduate of a software engineering bootcamp. Previously, I was a PPC (Paid Search) Account Manager at an international digital marketing agency before pivoting into Software Engineering. I love the rewarding challenge of coding and am excited for a lifetime of learning, creating, and growing as a software developer.

SKILLS

- Front-end: JavaScript, React, HTML, CSS, Material UI, Sass, Bootstrap
- Back-end: Python, Django, PostgreSQL, Express.js, Node.js, MongoDB, Mongoose, SQL, Insomnia, TablePlus
- Other: R, RESTful APIs, CRUD APIs, Git, GitHub, npm, yarn, pipenv, Google Analytics

EDUCATION

General Assembly Software Engineering Immersive — London, UK (remote)   03/2022 - 06/2022

- 500+ hours of applied learning and development across both front-end and back-end development, with daily standups, workshops, and homework, culminating in 4 projects
- Building skills and familiarity with JavaScript, HTML, CSS, the MERN stack, Python, Django, and PostgreSQL

Harvard CS50 Online Course   09/2020 - 12/2020

State University of New York at Geneseo — Bachelor of Science in Biology   08/2015 - 05/2019

- Relevant coursework: Biological Data Analysis with R, Introduction to Programming with Python

PROJECTS

BetterCred (Python, Django, React, JavaScript, Material UI, HTML, Sass, PostgreSQL)   GitHub | Live

Credit card directory that allow users to find and save credit cards that suit their lifestyle needs to a wallet

- 9-day solo full-stack project creating a RESTful API that consumes a PostgreSQL database for credit cards
- Designed a relational database by first mapping relationships with an ERD, then building out models with Django
- Used React, Sass, and Material UI to develop and style a responsive front-end with dark-mode capability

Plantpedia (MongoDB, Express.js, React, Node.js, JavaScript, Material UI, HTML, Sass, Mongoose)   GitHub | Live

App designed specifically for plants, allowing users to find and add information about their favorite house plants

- 1 week group project using Express.js, developing a CRUD API with a MongoDB database for house plants
- Capability for users to login/register, using BCryptJS for password encryption and JWT for authentication
- Implemented add/edit forms, pagination of comments, date sorting for comments, and dark mode capability

Recipe Finder (React, JavaScript, HTML, Sass)   GitHub | Live

A web app that allows users to find new, exciting recipes by category and save them to their browser

- 2-day hackathon project that consumes a public API and displays recipes based on category or cuisine types
- Users are able to search by name for recipes, or generate random recipes with the click of a button
- Implemented a favoriting feature that allows users to persist a unique collection of favorited recipes to their local storage, using JSON parse and stringify methods

Lo-Fi Tetris (JavaScript, HTML, CSS)   GitHub | Live

Tetris clone with a lo-fi-themed twist

- 1 week solo project using JavaScript to create and manipulate DOM elements, allowing users to shift tetronimo pieces left/right, rotate pieces, and clear rows when filled all by altering element classes
- The score and speed increments up as more lines are cleared, with the highest score saved to local storage

EXPERIENCE

PPC Account Manager, Search Laboratory — Brooklyn, NY   **04/2021 - 03/2022**

- Researched and strategized within cross-channel teams to identify market growth opportunities for clients
- Planned, launched, and managed campaigns across 5 global accounts with monthly budgets between 11k-200k
- Prepared and presented weekly, monthly, and quarterly meetings to key client stakeholders across a variety of B2B and B2C industries (Fintech, eCommerce, SaaS, PaaS)

Paid Search Executive, Search Laboratory — Brooklyn, NY   **10/2019 - 04/2021**

- Audited internal and prospective accounts to identify key areas for growth, pitching findings directly to clients
- Independently working to deliver a range of tasks including market/competitor research, creation and A/B testing of ad copy, keyword research, performance forecasting, and dashboard/report creation

Freelance Writer, Beauty News NYC — Remote   **06/2020 - Present**

- Proactive creation and publishing of 25+ high-quality beauty/lifestyle-related editorial pieces using WordPress
- Establishing and maintaining relationships with various PR agencies and media contacts

Laboratory Assistant, State University of New York at Geneseo — Geneseo, NY   **01/2019 - 05/2019**

- Designed and executed lesson plans, leading and teaching ~20 undergraduate students alongside lab instructor

Research Assistant, State University of New York at Geneseo — Geneseo, NY   **08/2018 - 05/2019**

- Researched, planned, and executed an ecological study on spider-ant dueling behavior, analyzing data with R
- Awarded the 2019 Geneseo Foundation's Undergraduate Research Grant and 3rd place Presentation Winner at the 2019 Northeastern Natural History Conference, attended by 500+ scientists

INTERESTS

- I enjoy watercolor painting, figure drawing, and sketching with graphite and charcoal. My favorite subjects to draw at the moment are birds and any unique animals that catch my eye (ig: @jacqizart)
- I am also a big fan of cooking and baking new recipes, inspired either from the places I've traveled or the places I'd love to visit some day. I love the heritage and cultural history that we can experience through trying new foods